

THE NO LEAK BDC TO SHOWROOM HANDOFF

Keep trust moving when ownership changes from the appointment setter to the floor.

THE LEAK

The No Leak BDC to Showroom Handoff

The BDC creates a reason to visit. The customer arrives and hears, so what brings you in today? Trust resets to zero because the showroom acts like the prior conversation never happened.

What good looks like

- The receiving salesperson gets the customer's motive, concern, and promised next step.
- The customer is greeted by name.
- The vehicle or purpose is prepared.
- The BDC promise is honored or corrected immediately.
- The appointment setter is credited accurately.
- The manager knows the visit is active.
- Outcome and next action return to the CRM.

USE THIS LANGUAGE

Internal: "Customer wants _____. Their biggest concern is _____. We promised _____. You own the next step at _____."

Customer: "Welcome, _____. I already reviewed what you discussed with _____. You are here to _____, and we have _____ ready."

Break recovery: "We missed the handoff. You should not have to start over. Here is what I know and what I am fixing now."

Language is a tool, not a costume

Do not memorize these words until they sound dead. Understand the job each line performs. Keep the intent, use your natural voice, and listen to the answer. A script that prevents listening is not a script. It is a hiding place.

FIELD INSPECTION

OK	STANDARD	OWNER
☐	The receiving salesperson gets the customer's motive, concern, and promised next step.	_____
☐	The customer is greeted by name.	_____
☐	The vehicle or purpose is prepared.	_____
☐	The BDC promise is honored or corrected immediately.	_____
☐	The appointment setter is credited accurately.	_____
☐	The manager knows the visit is active.	_____
☐	Outcome and next action return to the CRM.	_____

Write the three examples you will inspect

1. _____
2. _____
3. _____

THE SCOREBOARD

- Prepared appointments
- Name-ready greetings
- Promise kept rate
- Show-to-write-up rate
- Show-to-sold rate
- Credit disputes and dropped ownership

The numbers do not coach the team by themselves. They tell the manager where to inspect. Pull the work behind the number, identify the repeatable behavior, and coach that behavior while the example is still fresh.

Your twenty-four-hour move

Audit the last ten shown appointments and ask how many customers had to repeat the story.

FOUND ONE LEAK

Now find the rest of them

This guide isolates one breakdown. Your CRM, calls, lead handling, handoffs, and manager behavior operate as one system. Fixing the loudest symptom while the next leak stays hidden is how dealerships stay busy without getting better.

Request a free CRM audit at ingraminteractive.com/request-a-diagnostic. We will look at the real workflow, identify where sold units are escaping, and tell you what deserves action first.

Ingram Interactive installs dealership process for internet leads, inbound phone opportunities, floor traffic, manager turn-overs, follow-up discipline, and staff accountability.